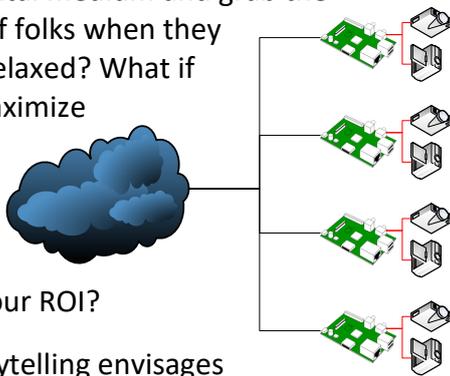


Digital Storytelling in Brick & Mortar

With the mad rush for everything digital, advertisers overlook the huge opportunities that exist in brick and mortar. People throng to fairs, cinema halls, and malls in large numbers even today. In reality, brick and mortar sites get more eyeballs and more focused attention from the viewers.

Digital Storytelling At Its best

What if you can merge the two? What if you can use digital medium and grab the attention of folks when they are more relaxed? What if you can maximize the use of brick and mortar sites to enhance your ROI?



Digital storytelling envisages the use of 1000s of Single Board Computers (SBC) connected to projectors, cameras and sensors to display coordinated video messages across the country. A central cloud-based server will schedule the media to be played at one of more of these SBCs. How do you know a media or an advertisement is working? Just by watching the reaction of the crowd. If a particular media gets a number of people to stop walking and watch, you have succeeded.

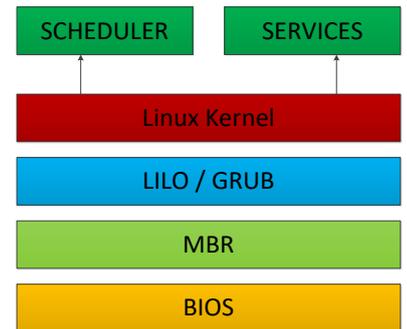
Measure Real Time Response

The SBCs will have sophisticated sensors and cameras that will evaluate crowd response and act upon it. The SBC will also measure human presence and use advanced logic to decide the best time to play a video.

Technology At Its Best

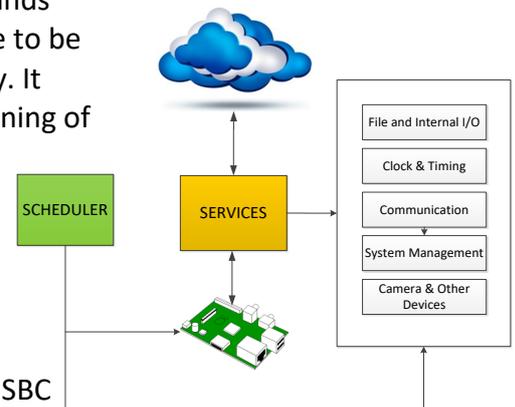
The Digital Storytelling eco-system is being developed using the most sophisticated technology on earth.

For starters, tested over 60 SBCs. Once we had our choice, we designed a specific version of Linux for it. The SBC has self-diagnostics and corrective processes built-in. Logging enables the device to understand actions to execute when there is a mishap. The SBC activities are broadly grouped into Services and Scheduler.



Services

The Services forms the backbone of the SBC. It starts with a health check of the SBC and attached devices. It talks to the server and understands instructions that are to be implemented locally. It watches the functioning of other applications and takes corrective action when needed. It updates the server dashboard with the online status of the SBC and its functioning.



The Scheduler

The Scheduler drives external devices including projectors, cameras and, sensors. It understands the schedules downloaded from the server and executes them at the exact times specified. It collects data from the cameras and sensors, acts upon them, and pushes the data to the server. When needed, the Scheduler forms a local closed loop for playing coordinated videos across multiple screens.

Security

The eco-system uses advanced security measures including machine recognition, rejecting unknown communication, and watchdogs that will monitor for IP spoofing and hacking. With dynamic and auto-generated passwords, suspicious connections will be rejected for safety.